

**CLAIMS:**

1. A retractable display apparatus comprising a housing (12), a drum (14) journaled for rotation in the housing, a display sheet (16) wound on to the drum, and a slot (22) in the housing through which the display sheet can be unwound from the drum against the action of a return spring, wherein:
- a leader strip (28) is attached to the drum along one edge, the leader strip being dimensioned to extend through the slot when the drum is unwound sufficiently;
  - a first securing formation (28.2) is provided on the leader strip spaced from the first mentioned edge, the first securing formation being dimensioned to pass through the slot; and
  - a second securing formation (30) is attached to the display sheet, the first and second securing formations being releasably engageable with each other.
2. The apparatus of claim 1, wherein the first securing formation is provided along the opposed edge (28.2) of the leader strip (28).
3. The apparatus of claim 1, wherein the first securing formation is spaced from the opposed edge of the leader strip to provide a formation, such as a tab or flap, that may be gripped if desired.
4. The apparatus of any one of claims 1 to 3, wherein the drum (14) is formed with a longitudinally extending peripheral recess (26) that can accommodate the first (28.2) and second (30) securing formations, such that a substantially smooth surface of the drum is presented to a display sheet rolled on to it.
5. The apparatus of any one of claims 1 to 4, wherein a further securing formation (28.2) is provided along the edge of the leader strip that is attached to the drum (14), the further securing formation being engaged with the drum.
6. The apparatus of claim 5, wherein a suitable longitudinally extending undercut slot (24) is formed on the periphery of the drum and the further securing formation is slidable longitudinally into engagement with the undercut slot.

7. The apparatus of any one of claims 1 to 6, wherein the further securing formation (28.2) is secured to the drum (14).
8. The apparatus of any one of claims 1 to 7, wherein the leader strip (28) is of a strong, flexible sheet material.
9. The apparatus of any one of claims 1 to 8, wherein the leader strip comprises a web (28.1) and an integral rib (28.2) extending longitudinally along each edge of the web.
10. The apparatus of claim 9, wherein the ribs (28.2) are substantially the same.
11. The apparatus of any one of claims 1 to 10, wherein the leader strip (28) is of plastics with an integral rib (28.2) along each edge.
12. A method of attaching a display sheet (16) to a retractable display apparatus (10) comprising a housing (12), a drum (14) journaled for rotation in the housing on which the display sheet is to be wound, and a slot (22) in the housing through which the display sheet can be unwound from the drum against the action of a return spring, including the steps of:
- securing one edge (28.2) of a leader strip (28) to the drum (14), the leader strip being dimensioned to extend through the slot (22) when the drum is unwound sufficiently and having a first securing formation (28.2) substantially at its opposed edge;
  - attaching the display sheet (16) to a second securing formation (30); and
  - engaging the first (28.2) and second (30) securing formations with each other when the first securing formation is outside the housing.
13. The method of claim 12, including the step of sliding the first (28.2) and second (30) securing formations longitudinally into engagement with each other.